

WHAT IS CLAIMED IS:

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1. A computer software product comprising a computer readable storage medium having a computer program which when loaded into a personal computer causes the personal computer to perform the following steps:

- locating and selecting at least one digital image provided in said storage medium;
- incorporating said image in a game; and
- automatically displaying a prestored message upon playing or completion of said game.

2. A computer software product according to claim 1 wherein a user of said computer program is automatically forwarded to a remote computer site upon playing or completion of said game.

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3. A computer software product according to claim 1 wherein said computer software product includes a contest entry number that be verified.

4. A computer software product according to claim 3 wherein said contest entry number is verified by calling a phone number and providing said contest entry number.

5. A computer software product according to claim 3 wherein said contest entry number is verified automatically by said computer program accessing a remote computer and providing said contest number so as to determined if the user is a winner.

6. A computer software product according to claim 5 wherein contest number is encrypted.

7. A computer software product according to claim 1 wherein said program includes providing a product coupon.

8. A computer software product according to claim 7 wherein said coupon is provided by printing a coupon in response to instructions by said computer software.

9. A computer software product according to claim 8 further comprising means for limiting the number of times said coupon may be printed.

10. A computer software product according to claim 2 wherein said remote computer forwards a product coupon to said personal computer for printing by said personal computer and used by said user.

11. A computer software product according to claim 1 wherein said computer readable storage medium comprises a Computer Disc.

12. A computer software product according to claim 1 wherein said computer readable storage medium comprises a remote computer system.

13. A computer software product according to claim 1 wherein said game is a concentration game wherein a plurality of sections are provided that cover an image, a plurality of paired images are associated with said plurality of sections and when two like images are selected a portion of said image covered by said sections is revealed.

14. A computer software product according to claim 1 wherein said game comprises a puzzle.

15. A computer software product according to claim 1 wherein said game comprises a square section puzzle.

16. A computer software product according to claim 1 wherein said locating and selecting is automatically done by said program.

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17. A computer software product comprising a computer readable storage medium having a computer program which when loaded into a personal computer causes the personal computer to perform the following steps:

- a. locating and selecting at least one digital image provided in a storage media;
- b. incorporating said image in a game; and
- c. automatically forwarding the user to a remote computer site upon playing or completion of said game.

18. A computer software product according to claim 17 wherein said computer software product includes a contest entry number that be verified.

19. A computer software product according to claim 17 wherein said contest entry number is verified by calling a phone number and providing said contest entry number.

20. A computer software product according to claim 17 wherein said contest entry number is verified automatically by said computer program accessing a remote computer and providing said contest number so as to determined if the user is a winner.

21. A computer software product according to claim 20 wherein contest number is encrypted.

22. A computer software product according to claim 17 wherein said program includes providing a product coupon.

23. A computer software product according to claim 22 wherein said coupon is provided by printing a coupon in response to instructions by said computer software.

24. A computer software product according to claim 23 further comprising means for limiting the number of times said coupon may be printed.

25. A computer software product according to claim 17 wherein said remote computer forwards a product coupon to said personal computer for printing by said personal computer and use by said user.

26. A computer software product according to claim 17 wherein said computer readable storage medium comprises a Computer Disc.

27. A computer software product according to claim 17 wherein said computer readable storage medium comprises a remote computer system.

28. A computer software product according to claim 17 wherein said game is a concentration game wherein a plurality of sections are provided that cover an image, a plurality of paired images are associated with said plurality of sections and when two like images are selected a portion of said image covered by said sections is revealed.

29. A computer software product according to claim 17 wherein said game comprises a puzzle.

30. A computer software product according to claim 17 wherein said game comprises a square section puzzle.

31. A computer software product according to claim 17 wherein said locating and selecting is automatically done by said program.

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32. A computer software product comprising a computer readable storage medium having a computer program which when loaded into a personal computer causes the personal computer to perform the following steps:

- a. locating and selecting at least one digital image provided in said storage medium;
- b. providing product advertisement which will be automatically displayed upon a predetermined action; and
- c. automatically forwarding the user to a remote computer site upon said predetermined action.

33. A computer software product according to claim 32 wherein said predetermine action comprises playing of a game.

34. A computer software product according to claim 32 wherein said predetermined action comprises the selection of an offering on said product advertisement.

35. A system for managing a contest for a plurality of different sponsors, comprising:

a host server accessible by a communication network, said host server having a computer software program for providing contest information on behalf of a plurality of sponsors to a plurality of consumers, said software program keeping track of the number of times contest information is provided on behalf of one of said sponsors and allocating a cost to each of said sponsors on which contest information has been provided.

36. A system for managing a contest according to claim 35 wherein an identification code is associated with at least one of said consumers.

37. A system for managing a contest according to claim 36 wherein said identification code is provided on a product containing at least one image provided by said consumer.

38. A system for managing a contest according to claim 37 wherein said product is a CD.

39. A system for managing a contest according to claim 38 wherein said at least one image is provided on a roll of photographic film.

40. A system for managing a contest according to claim 35 wherein each of said sponsors are billed based on the amount of usage provided on behalf of said sponsor to said consumers.

41. A system for managing a contest according to claim 35 wherein the games are provide to said consumers in accordance with a predetermined allocation system.

42. A system for managing a contest according to claim 41 wherein said allocation is based upon fees paid.

43. A system for managing a contest for a sponsor, comprising:
a host server accessible by a communication network, said host server have a computer software program for providing contest information on behalf of said sponsor to a plurality of consumers, said software program keeping track of the number of times contest information is provided on behalf of one of said sponsor.